

ORDER



Orders	Order / Rev:	656668
	Alt Order #:	06012976
	Product Desc:	US CHAMBER OF COMMER
	Estimate:	216222
	Flight Dates:	02/16/12 - 02/22/12
	Original Date / Rev:	02/14/12 / 02/14/12
	Order Type:	Core

	WUSA
Primary AE:	Alex Lavin
Sales Office:	T-LA
Sales Region:	NAT

Agency	Name:	<u>Del Cielo Media/ POL</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>10755 Scripps Poway Pkwy, Suite 550</u>
		<u>San Diego, CA 92131</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	US Chamber of Commerce
	Demographic:	A35+
	Product Codes:	IS-Issue/Non Ballot,IS-Issue/Ballot
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/30/12	02/22/12	28	\$40,050.00	\$34,042.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2012	28	\$40,050.00	\$34,042.50	57.70
Totals	28	\$40,050.00	\$34,042.50	57.70

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	25%	\$40,050.00
Market	100%	\$160,200.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$40,050.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	25%	\$40,050.00
WTTG	25%	\$40,050.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	02/16/12	02/16/12	9 News @ Noon	CM	12-1230P	---T---	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
				9 News @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	---T---		1				\$600.00		2.20			
E 2	WUSA	02/17/12	02/17/12	9 News @ Noon	CM	12-1230P	----F--	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
				9 News @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	----F--		1				\$600.00		2.20			

Order / Rev: 656668
 Alt Order #: 06012976
 Flight Dates: 02/16/12 - 02/22/12

Advertiser: US Chamber of Commerce
 Product Desc: US CHAMBER OF COMMERCE
 Estimate: 216222
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WUSA	02/20/12	02/20/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	M-----		1				\$600.00		2.20			
E 4	WUSA	02/21/12	02/21/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	-T-----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	-T-----		1				\$600.00		2.20			
E 5	WUSA	02/22/12	02/22/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--W----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	--W----		1				\$600.00		2.20			
E 6	WUSA	02/19/12	02/19/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$18,000.00	P-3	1.30	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	-----S		1				\$18,000.00		1.30			
E 7	WUSA	02/16/12	02/16/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	---T---	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	---T---		1				\$400.00		1.00			
E 8	WUSA	02/17/12	02/17/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	----F--		1				\$400.00		1.00			
E 9	WUSA	02/20/12	02/20/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	M-----		1				\$400.00		1.00			
E 10	WUSA	02/22/12	02/22/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--W----	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	--W----		1				\$400.00		1.00			
E 11	WUSA	02/17/12	02/17/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	----F--		1				\$225.00		0.80			
E 12	WUSA	02/20/12	02/20/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	M-----		1				\$225.00		0.80			
E 13	WUSA	02/21/12	02/21/12	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	-T-----		1				\$225.00		0.80			
E 14	WUSA	02/22/12	02/22/12	CBS This Morning CBS This Morning	CM	7-9a	--W----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	--W----		1				\$225.00		0.80			
E 15	WUSA	02/16/12	02/16/12	9 News @ 5p 9 News @ 5p	CM	5-6p	---T---	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	---T---		1				\$500.00		1.40			
E 16	WUSA	02/17/12	02/17/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	----F--		1				\$500.00		1.40			
E 17	WUSA	02/20/12	02/20/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	M-----		1				\$500.00		1.40			

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 Alt Order #: 06012976
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Advertiser: US Chamber of Commerce
 Product Desc: US CHAMBER OF COMMERCE
 Estimate: 216222
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WUSA	02/20/12	02/20/12	9 News @ 5p 9 News @ 5p	CM	5-6p M-----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/20/12	02/26/12	M-----		1		\$500.00			1.40			
E 18	WUSA	02/22/12	02/22/12	9 News @ 5p 9 News @ 5p	CM	5-6p --W----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/20/12	02/26/12	--W----		1		\$500.00			1.40			
E 19	WUSA	02/18/12	02/18/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p -----S-	:30	1	\$350.00	P-2	2.10	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/13/12	02/19/12	-----S-		1		\$350.00			2.10			
E 20	WUSA	02/18/12	02/18/12	CBS Evening News Sat CBS Evening News Saturday	CM	Sat 630-7p -----S-	:30	1	\$800.00	P-3	1.90	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/13/12	02/19/12	-----S-		1		\$800.00			1.90			
E 21	WUSA	02/19/12	02/19/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P -----S	:30	1	\$800.00	P-3	11.80	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/13/12	02/19/12	-----S		1		\$800.00			11.80			
E 22	WUSA	02/16/12	02/16/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p ---T---	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/13/12	02/19/12	---T---		1		\$1,800.00			2.40			
E 23	WUSA	02/17/12	02/17/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p ----F--	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/13/12	02/19/12	----F--		1		\$1,800.00			2.40			
E 24	WUSA	02/18/12	02/18/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p -----S-	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/13/12	02/19/12	-----S-		1		\$1,800.00			2.40			
E 25	WUSA	02/19/12	02/19/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p -----S	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/13/12	02/19/12	-----S		1		\$1,800.00			2.40			
E 26	WUSA	02/20/12	02/20/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p M-----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/20/12	02/26/12	M-----		1		\$1,800.00			2.40			
E 27	WUSA	02/21/12	02/21/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p -T-----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/20/12	02/26/12	-T-----		1		\$1,800.00			2.40			
E 28	WUSA	02/22/12	02/22/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p --W----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		02/20/12	02/26/12	--W----		1		\$1,800.00			2.40			
												Totals	28	\$40,050.00

FEB 14/12 13.25

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	SC# 23/	STS CD 23/	SPOT /LIN
3		MON		1200N-1230P			30	02/20	02/20					1	\$600.00	p2			1
PROGRAM : NEWS RA35+ : 2.2																			
4		TUE		1200N-1230P			30	02/21	02/21					1	\$600.00	p2			1
PROGRAM : NEWS RA35+ : 2.2																			
5		WED		1200N-1230P			30	02/22	02/22					1	\$600.00	p2			1
PROGRAM : NEWS RA35+ : 2.2																			
6		SUN		1030A-1100A			30	02/19	02/19					1	18000.00	p3			1
PROGRAM : FACE THE NATION RA35+ : 1.3																			
7		THU		600A-700A			30	02/16	02/16					1	\$400.00	p3			1
PROGRAM : NEWS RA35+ : 1.0																			
8		FRI		600A-700A			30	02/17	02/17					1	\$400.00				1
PROGRAM : NEWS RA35+ : 1.0																			
9		MON		600A-700A			30	02/20	02/20					1	\$400.00				1
PROGRAM : NEWS RA35+ : 1.0																			
10		WED		600A-700A			30	02/22	02/22					1	\$400.00				1
PROGRAM : NEWS RA35+ : 1.0																			
11		FRI		700A-900A			30	02/17	02/17					1	\$225.00	p3			1
PROGRAM : EARLY SHOW RA35+ : 0.8																			
12		MON		700A-900A			30	02/20	02/20					1	\$225.00				1
PROGRAM : EARLY SHOW RA35+ : 0.8																			

*** WUSA-TV ***

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	SC#	STS CD 23/	SPOT /LIN
	13		TUE	700A-900A			30	02/21	02/21					1	\$225.00				1
	PROGRAM : EARLY SHOW																		
	RA35+ : 0.8																		
	14		WED	700A-900A			30	02/22	02/22					1	\$225.00				1
	PROGRAM : EARLY SHOW																		
	RA35+ : 0.8																		
	15		THU	500P-600P			30	02/16	02/16					1	\$500.00				1
	PROGRAM : NEWS																		
	RA35+ : 1.4																		
	16		FRI	500P-600P			30	02/17	02/17					1	\$500.00				1
	PROGRAM : NEWS																		
	RA35+ : 1.4																		
	17		MON	500P-600P			30	02/20	02/20					1	\$500.00				1
	PROGRAM : NEWS																		
	RA35+ : 1.4																		
	18		WED	500P-600P			30	02/22	02/22					1	\$500.00				1
	PROGRAM : NEWS																		
	RA35+ : 1.4																		
	19		SAT	600P-630P			30	02/18	02/18					1	\$350.00				1
	PROGRAM : NEWS																		
	RA35+ : 2.1																		
	20		SAT	630P-700P			30	02/18	02/18					1	\$800.00				1
	PROGRAM : NEWS																		
	RA35+ : 1.9																		
	21		SUN	630P-700P			30	02/19	02/19					1	\$800.00				1
	PROGRAM : NEWS																		
	RA35+ : 11.8																		
	22		THU	1100P-1135P			30	02/16	02/16					1	\$1,800.00				1
	PROGRAM : NEWS																		
	RA35+ : 2.4																		

REP HEADLINE# 6012976

REP: TEL# 323 634-8029

FAX# 323/935-9495

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS RPT. FROM REP

FEB14/12 13.25

*** WUSA-TV ***

BS	REP						BEGIN	END				BEGIN	END	CLS	SEC			PLAN	PRICE	SPT			RATE	SPOT			STATION	CD	STS	SPOT
LN#	LN#	CD	DAYS				TIME	TIME	PTRN	LNTH		DATE	DATE	13/	14/	PLAN			16/	/WK			18/			CD	SC#	23/	/LIN	
	23		FRI				1100P-1135P			30		02/17	02/17								1			\$1,800.00						1
			PROGRAM :	NEWS																										
			RA35+ :	2.4																										
	24		SAT				1100P-1135P			30		02/18	02/18								1			\$1,800.00						1
			PROGRAM :	NEWS																										
			RA35+ :	2.4																										
	25		SUN				1100P-1135P			30		02/19	02/19								1			\$1,800.00						1
			PROGRAM :	NEWS																										
			RA35+ :	2.4																										
	26		MON				1100P-1135P			30		02/20	02/20								1			\$1,800.00						1
			PROGRAM :	NEWS																										
			RA35+ :	2.4																										
	27		TUE				1100P-1135P			30		02/21	02/21								1			\$1,800.00						1
			PROGRAM :	NEWS																										
			RA35+ :	2.4																										
	28		WED				1100P-1135P			30		02/22	02/22								1			\$1,800.00						1
			PROGRAM :	NEWS																										
			RA35+ :	2.4																										

FEB/12 40050.00

CONTRACT TOTAL 40050.00
TOTAL SPOTS 28

MARKET TOTALS \$160,200 WUSA 25% WTTG 25% WJLA 25% WRC 25% WDCA 0% WDCW 0% CABL 0%

SHARES TBA

SVC- NSI
DEMOS- RA35+*